INSIDE

Questions asked in the 2020 Census
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FAITH-BASED
2020 CENSUS TOOLKIT
In 2020, our nation will conduct the once-a-decade census, which is a population count of everyone living in the United States. An accurate census count will ensure that our communities receive the proper funding and representation they deserve. Many of the programs that support the families in our congregations rely on accurate census data.

As trusted voices in our communities, faith leaders are uniquely positioned to help people understand the importance of responding to the census, for both their families and community.

That is why America Prays has put together this Faith-based 2020 Census Toolkit. The resources found herein aim to equip pastors and faith leaders to communicate the important message of the 2020 Census to their congregations.

In this toolkit, you will find information about the 2020 Census, talking points for faith leaders, social media content and handouts that will help you educate families in preparation for the 2020 Census.

We hope you find these resources helpful. To view additional resources, such as videos and Census-focused lessons for Children’s Ministry, please visit AmericaPrays.org/Census.

Brian Alarid
President, America Prays
January & February 2020:
Awareness phase – the Census is coming and is important.

March – May 2020:
Call to Action – Respond to the Census

March 12, 2020:
Self-Response Begins (Internet, Phone, Paper)

April 1, 2020:
National Census Day

May 13, 2020:
Enumerators start going door-to-door to visit households that did not self-respond

June & July 2020:
Self-Response and Door-to-Door Enumeration Continue

July 2020:
Still have time to self-respond – make sure you are counted

July 31, 2020:
All data collection ends (self-response & door-to-door)
QUESTIONS ASKED ON THE 2020 CENSUS

As required by the Census Act, the U.S. Census Bureau submitted a list of questions to Congress on March 29, 2018. Based on those questions, the 2020 Census will ask:

- **How many people are living or staying at your home on April 1, 2020?** This will help count the entire U.S. population and ensure that we count people according to where they live on Census Day.

- **Is this a house, an apartment or a mobile home?** This question is asked to produce statistics about home ownership and renting.

- **What is your telephone number?** The Census Bureau asks for this in case there are any questions about your Census form.

- **What is Person #1’s name?** This question will be asked about each member of your household. The answer to this question establishes a central figure for the household as a starting point.

- **About the sex of each person in your home.** This allows for the creation of statistics about males and females, which can be used in planning and funding government programs. This data can also be used to enforce laws, regulations, and policies against discrimination.

- **About the age of each person in your home.** The Census Bureau creates statistics to better understand the size and characteristics of different age groups. Agencies use this data to plan and fund government programs that support specific age groups, including children and older adults.

- **About the race of each person in your home.** This allows us to create statistics about race and to provide other statistics by racial groups. This data helps federal agencies monitor compliance with anti-discrimination provisions, such as those in the Voting Rights Act and the Civil Rights Act.

- **About whether a person in your home is of Hispanic, Latino, or Spanish origin.** These responses help create statistics about this ethnic group. This is needed by federal agencies to monitor compliance with anti-discrimination provisions, such as those in the Voting Rights Act and the Civil Rights Act.

- **About the relationship of each person in your home.** This allows the Census Bureau to create estimates about families, households, and other groups. Relationship data is used in planning and funding government programs that support families, including people raising children alone. Governments, businesses, communities, and nonprofits all rely on the data that these questions produce to make critical decisions.

The Census Bureau will never ask you for your social security number, money or donations, anything on behalf of a political party, your bank or credit card account numbers. The citizenship question IS NOT one of the questions on the form.
TALKING POINTS FOR LEADERS

Adapted from the "Faith In Public Life Toolkit"

We invite you to use these talking points as a guide when you address your congregation or community in a presentation, speech, or sermon.

- **As people of faith, we believe in the divinely given dignity of every person.**
  When we answer the Census and help our neighbors do so too, we declare that we are part of “we the people” and refuse to be excluded from the critical resources and political representation that we deserve.

- **Because everyone counts in the eyes of God, we must work to ensure that everyone is counted by our government.**
  Our community benefits from everyone being counted, and we have one chance in a decade to get it right.

- **The 2020 Census’ impact on our communities and our nation is profound.**
  It shapes everything from whether we have fair political representation in Congress to whether our roads, hospitals, schools and fire departments have the funding they need to support our health and well-being for the next decade. A full, accurate count lays the foundation for a healthy democracy and communities where families thrive and flourish.

- **Your census information is confidential.**
  When you fill out the Census, your personal identifiable information will not be shared with any other government agency. Your information is confidential and protected by ironclad federal laws.

- **The 2020 Census will not have a citizenship question, and even if you can’t vote you can be counted.**
  As a result of the June 27 U.S. Supreme Court ruling, there will not be a question about citizenship status on the 2020 Census. Every person, regardless of immigration status, has the right to be counted in the 2020 Census.

- **Ensuring everyone is counted in the 2020 Census is a matter of racial justice that is long overdue.**
  Minorities, such as Native Americans, African Americans and Hispanics have been undercounted in the past, but we can make sure they count in the 2020 Census.

- **Completing the Census is easy, and there is support available for you and your community.**
  You can choose how you want to respond – online, by mail, or over the phone. Online and over the phone, you can complete the form in one of 13 languages. By May 15, Census Bureau employees will visit households that have not yet self-responded to the Census to help them fill out the form in person. Everyone is encouraged to self-respond to the Census.

- **Cooperating with Census Bureau employees is safe:** If enumerators come to your door, they are simply there to help you answer the questions on your form to make sure your household counts in the Census. They will not partner with ICE or any Law Enforcement Agency to harm you in any way. It is safe to open your door to them and give them your information.
### 4 WAYS TO RESPOND TO THE 2020 CENSUS

<table>
<thead>
<tr>
<th>Online</th>
<th>By Phone</th>
<th>By Mail</th>
<th>In Person</th>
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<td><img src="https://via.placeholder.com/150" alt="Online" /></td>
<td><img src="https://via.placeholder.com/150" alt="By Phone" /></td>
<td><img src="https://via.placeholder.com/150" alt="By Mail" /></td>
<td><img src="https://via.placeholder.com/150" alt="In Person" /></td>
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Over the phone and online, people can respond to the Census in one of 13 languages. To help people respond to the Census, the Census Bureau has created 59 non-English language guides to the online form, including American Sign Language, as well as guides in braille and large print.

Visit the following link to access the guides:

To watch a video tutorial on how to complete the questionnaire online, go to:
[https://youtu.be/fXg1_1HHKzA](https://youtu.be/fXg1_1HHKzA)
IDEAS FOR A CENSUS SUNDAY/ CENSUS SABBATH


PULPIT ANNOUNCEMENTS

- Use the talking points for leaders on page 4 as a reference to tell people about the Census.
- Play a video that helps explain the Census to your congregation. Suggested videos include:
  - **2020 Census General PSA**
    https://www.youtube.com/watch?v=IgdD2gNstOg
  - **Promote Good Temporary Jobs**
    https://www.youtube.com/watch?v=ewzb_xKl9E&feature=emb_logo

OFFER QUESTIONNAIRE ASSISTANCE

Weeks in advance, announce that on a particular Sunday(s), people can fill out their forms online before or after service at your house of worship. Census Bureau employees may be available to assist members of your congregation fill out their form. Contact your local Area Census Office to request Census Bureau Support.

To offer assistance, here’s what you need:

- Access to strong wifi
- Privacy so others do not see respondents’ answers
- An internet browser like Explorer, Edge, Chrome, Safari, Firefox
- Computers, iPads or mobile phones available for people’s use (people can also use their own devices)
- Link to 2020census.gov
- Volunteers who can help people get onto the website and answer questions related to language access online if needed. **Respondents, and not your volunteers, should be the one filling out their own forms.**

OFFER INCENTIVES FOR PEOPLE TO PARTICIPATE

- Provide coffee and donuts before service or snacks/lunch after service to create an incentive for people to stay and fill out the form
- Hold a raffle and award prizes to those who stay and fill out the form
HELPFUL RESOURCES
**SOCIAL MEDIA/NEWSLETTER POSTS**
Copy and paste these statements unto your social media pages, newsletters or emails to create awareness about the 2020 Census in your community.

<table>
<thead>
<tr>
<th>For the first time, in 2020 the U.S. Census Bureau will accept responses online. The process will be quick and secure. You can respond to the census in less time than it takes to finish your morning coffee. You'll still be able to respond by mail. To learn more about what to expect, visit 2020census.gov. #2020Census</th>
<th>For the first time, you can respond to the census online. Responding by mail will still be an option. Get more information: 2020census.gov. #2020Census</th>
<th>Did you know that the next census will take place in 2020? Responding to the #2020Census is our civic duty and affects the allocation of funding for our community’s public resources, how we plan for the future, and our voice in government. To learn more, visit 2020census.gov.</th>
</tr>
</thead>
</table>
| Every 10 years, the @uscensusbureau undertakes a mammoth task: counting all the people residing in the United States. This count affects the allocation of funding for our community’s public resources (e.g., roads, hospitals, schools), how we plan for the future, and our voice in government. Learn more about the importance of the #2020Census and how to participate: 2020census.gov. |  | }
Receive the funding it deserves.

Let's get counted and help our state and our country.

The Census has never been easier.

For the next ten years, participating in the Census will be used to determine funding for community services.

Living in our nation and its results will be used.

The 2020 Census will count everyone.

Everyone counts.

Let's make sure.

The 2020 Census.

In The 2020 Census.

Is Counted.

Everyone.

LMT'S MAKE SURE.

PRAYS AMERICA.
Census 101
What You Need to Know
Lo que necesita saber sobre el censo

The 2020 Census is closer than you think! Here’s a quick refresher of what it is and why it’s essential everyone is counted.

¡El censo del 2020 está más cerca de lo que piensas! A continuación te damos un rápido repaso de lo que es y por qué es esencial que todos seamos contados.

Everyone Counts
The census counts every person living in the U.S. once, only once and in the right place.

Todos cuentan
El censo cuenta a cada persona viviendo en los Estados Unidos solo una vez y en el lugar correcto.

It’s in the Constitution
The U.S. Constitution requires a census every 10 years. The census covers the entire country and everyone living there. The first census was in 1790.

Está en la constitución
La constitución de los Estados Unidos requiere un censo cada 10 años. El censo cubre el país entero y todos los que viven ahí. El primer censo fue en 1790.

It’s about fair representation
Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.

Se trata de representación justa
Cada 10 años, los resultados del censo son usados para redistribuir la Cámara de los representantes y así determinar cuántos asientos cada estado recibe.

It’s about $675 billion
Census data determine how more than $675 billion are spent, supporting your state, country and community’s vital programs.

Se trata de $675 billones
La información obtenida en el censo determina como más de $675 billones de dólares serán gastados, apoyando a tu estado, país y programas vitales en tu comunidad.

It’s about redistricting
After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.

Se trata de la redistribución de distritos
Después de cada censo, oficiales del estado usan los resultados para definir los límites de sus distritos legislativos del Congreso y del Estado, adaptándose a los cambios de población.

Taking part is your civic duty
Completing the census is required: it’s a way to participate in our democracy and say “I COUNT!”

Participar es tu deber civil
Participar en el censo es un requisito: Es una manera de participar en nuestra democracia y decir “YO CUENTO.”
Census Data Is Used All Around You
La información del censo se usa de muchas maneras

Residents
Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.

Los residentes
Los residentes usan el censo para apoyar iniciativas de la comunidad relacionadas con la legislación, calidad de vida y defensa del consumidor.

Local Governments
Local governments use the census for public safety and emergency preparedness.

El gobierno local
El gobierno local usa el censo para seguridad pública y preparación para emergencias.

Businesses
Businesses use census data to decide where to build factories, offices, and stores, which creates jobs.

Los negocios
Los negocios usan la información del censo para decidir dónde construir fábricas, oficinas, y tiendas, las cuales crean trabajos.

Real Estate Developers
Real estate developers use the census to build new homes and revitalizing old neighborhoods.

Promotores inmobiliarios
Promotores inmobiliarios usan el censo para construir hogares nuevos y revitalizar sectores más antiguos.

Your data is confidential.
Federal law protects your census responses. Your answers can only be used to produce statistics. By law we cannot share your information with immigration enforcement agencies, law enforcement agencies or allow it to be used to determine your eligibility for government benefits.

Tu información es confidencial
La ley federal protege sus respuestas en el censo. Tus respuestas solo pueden ser usadas para producir estadísticas. Por ley, no podemos compartir tu información con agencias de control de inmigración, agencias policiales o permitir que se use para determinar tu elegibilidad para beneficios gubernamentales.

You can help
You are the expert - we need your ideas on the best way to make sure everyone in your community gets counted.

¡Tú nos puedes ayudar!
¡Tú eres el experto! Necesitamos tus ideas sobre la mejor manera para contar a todos en tu comunidad.

2020 will be easier than ever.
In 2020, you will be able to respond to the census online.

El censo del 2020 va a ser más fácil que nunca
En el 2020, podrás responder al censo en línea.

www.2020census.gov/jobs
1-855-JOB-2020

Dale forma a tu futuro
EMPIEZA AQUÍ

United States Census 2020
Be A Census Taker

✔ Extra income
✔ Flexible hours
✔ Weekly pay
✔ Paid training

Apply Online
2020CENSUS.GOV/JOBS

For more information or help applying, please call
1-855-JOB-2020

Federal Relay Service: 1-800-877-8339 TTY/ASCII
www.gsa.gov/fedrelay

The U.S. Census Bureau is an Equal Opportunity Employer.

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HOW TO PRAY FOR AMERICA & THE 2020 CENSUS

- Pray for a successful 2020 Census that ensures justice, proper representation and funding for everyone in America, including minorities and children.
- Pray for city governments, businesses, faith-based organizations, non-profits, etc. to be effective in creating awareness about the 2020 Census in their communities.
- Pray that people will self-respond to the Census by mail, online or by phone between March 12 and July 24, 2020.
- Pray for the thousands of Census job openings available to be filled in time for the 2020 Census.
- Pray against fraud schemes and ‘phishing’ attempts by people pretending to be Census workers to hurt people.
- Pray for the safety of thousands of enumerators who will knock on doors beginning in May of 2020.

ADDITIONAL RESOURCES

America Prays
https://AmericaPrays.org/Census
Videos and other companion resources for this toolkit.

US Census Bureau:
www.2020Census.gov
Official 2020 Census Resources

Faith in Public Life Toolkit
Information and Resources for Faith-Based Institutions

Count All Kids:
https://countallkids.org/
Information and Resources Focused on the Count of Young Children